Please amend the specification as follows:

Please amend the paragraph starting at line 24 page 27 and ending on line 13 page 28 as follows:

Turning now to Fig. 4a there is illustrated an exponential web makeup 80 in which profit center nodes shown ~~in red~~ as squares 81 are almost randomly interconnected with information domains shown ~~in green~~ as gray shaded dot 83 and other domains shown ~~in~~ as black dots 85. The network 80 is more or less homogeneous, where most domain nodes have about the same number of links to other domain nodes. Turning now to Fig. 4b there is shown an illustration of a scale free matrix 90in which some information domain, shown ~~in green~~ as gray shaded dots 93, and other domains shown ~~in~~ as black dots 95, remain somewhat randomly interconnected, however, many information domains 93, shown ~~in green~~ as gray shaded dots, are matrixed in a lattice format, in the manner of Fig. 3 to profit center domains, shown ~~in red~~ as squares 91. In the scale-free network 90, many of the information and other nodes have about the same number of connections, e.g., two to four, but some matrices have a larger number of connections in the matrix layout. Thus for example, assuming that the most connected nodes in Fig. 4a were also profit center nodes 81 in the matrix, designated ~~by red~~ as squares, between them they link to only about 27% of the other and information nodes 83 in the matrix of the network 80. On the other hand, as can be seen in Fig. 4b, the five most connected nodes (profit center domains 91, shown ~~in red~~ as squares) are connected to a substantially higher percentage of the other 95 and information nodes 93, on the order of 60 percent thereof, due to the utilization of the lattice structure. In both networks, however, there are shown 130 nodes and a total of 215 links, demonstrating the differences between an exponential connection and a latticed connection.

Please amend page 39 as follows:

"full descriptive tag", that enhances the semantic properties, meaning and derived expectation of the preceding "shortform".

In cases where the semantic properties of the language components are sufficient, alternatively a simpler form of the information superbrand can be constructed as follows:

"*noun or pronoun* + PEDIA"

The invention relies on the Internet Domain Name System which is premised upon the use of Symbol Strings (mathematical notation or language) versus images (spatial and visual). Symbol strings utilized as domain names are in turn biased toward those composed of language with semantic properties that tend to promote human recall. Generic names tend to have little value as domain names because their basic semantic properties usually extend only to a singular meaning: a class of beings or things. Proper names tend to generate more complex expectations, often in the nature of both product and quality. The weakness is such properties may not be widely known. On the Internet, a simple domain name with complex and *inherent* semantic properties is the most valuable: the Information Superbrand.

~~We claim:~~

~~1. A method for marketing over a network of interconnected computing/communicating devices, comprising the steps of:~~

~~providing a web-site that is identified as specific to a market sector;~~

~~supplying on the web-site information specific to a plurality of first level topics related to the market sector;~~

~~providing within the information specific to a particular first level topic related to the market sector, at least one pointer to a more specific second level~~

Please amend Figs 4a and 4b as follows:

A sheet with revised Figs 4a and 4b is included herewith. The previously referenced red nodes or dots in each Fig. has been changed to a square and in Fig. 4a they are numbered 81 and in Fig. 4b they are numbered 91. The green dots or nodes are now identified as gray shaded dots and numbered 83 in Fig. 4a and 93 in Fig. 4b 93. The black dots or nodes are still referred to as black and numbered 85 in Fig. 4a and 95 in Fig. 4b.

Please amend claims 1 and 7 to 12 as follows:

1. (Currently amended) A method for marketing over a network of interconnected computing/communicating devices, comprising the steps of:

providing a set of web-sites that [is] are identified as specific to [a] various market sectors by a descriptive superbrand domain name;

supplying on [the] each web-site information specific to a plurality of first level topics related to [the] that market sector;

providing within the information specific to a particular first level topic related to [the] that market sector, at least one pointer to a more specific second level topic referenced in the information specific to the first level topic;

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responsive to activation of the pointer, providing further information specific to the more specific second level topic;

providing access to E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific second level topic.

2. (Original) The method of claim 1 further comprising the steps of:

providing within the information specific to the second level topic at least one pointer to a more specific third level topic referenced in the information specific to the second level topic;

responsive to the activation of the pointer contained within the information relating to the second level topic, providing further information specific to the more specific third level topic;

providing E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific third level topic.

3. (Original) The method of claim 1, further comprising the steps of:

providing within the information specific to an nth level topic at least one pointer to a more specific n+1th level topic referenced in the information specific to the nth level topic;

responsive to the activation of the pointer contained within the information relating to the nth level topic, providing information relating to the n+1th level topic;

providing E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific n+1th level topic.

4. (Original) The method of claim 1 wherein the network is the Web.

5. (Original) The method of claim 2 wherein the network is the Web.

6. (Original) The method of claim 3 wherein the network is the Web.

7. (Currently amended) The method of claim 4 wherein the ~~identification of the web-site includes a superbrand designation~~ first and second level topics are websites identified by a superbrand domain name.

8. (Currently amended) The method of claim 5 wherein the ~~identification of the web-site includes a superbrand designation~~ first, second and third level topics are websites identified by a superbrand domain name.

9. (Currently amended) The method of claim 6 wherein the ~~identification of the web-site includes a superbrand designation~~ first, second third n+1th level topics are websites identified by a superbrand domain name.

10. (Currently amended) The method of claim [7] 4 wherein the superbrand designation includes a market category designator and a superbrand moniker.

11. (Currently amended) The method of claim [8] 5 wherein the superbrand designation includes a market category designator and a superbrand moniker.

12. (Currently amended) The method of claim [9] 6 wherein the superbrand designation includes a market category designator and a superbrand moniker.

13. (Original) The method of claim 10 wherein the superbrand moniker is a suffix.

14. (Original) The method of claim 11 wherein the superbrand moniker is a suffix.

15. (Original) The method of claim 12 wherein the superbrand moniker is a suffix.

16. (Original) The method of claim 13 wherein the superbrand moniker is the suffix "pedia".

17. (Original) The method of claim 14 wherein the superbrand moniker is the suffix "pedia".

18. (Original) The method of claim 15 wherein the superbrand moniker is the suffix "pedia".

19. (Original) The method of claim 1 wherein the step of providing a web site includes the

step of providing multiple web sites arranged in a matrix.

20. (Original) The method of claim 10 wherein the matrix includes inter-linked profit center web sites and information web sites.

21. (Original) The method of claim 1 wherein a website domain name is endowed with semantic properties, embodying semantic branding.

22. (Previously amended) The method of claim 19 wherein the information structure of the multiple web sites in the matrix is semantically driven or semantically organized.